

# Mass Media and You

MMC 2604  
Three credit hours  
Spring 2014  
T 11:45-1:40  
R 12:50-1:40  
MCCC 100

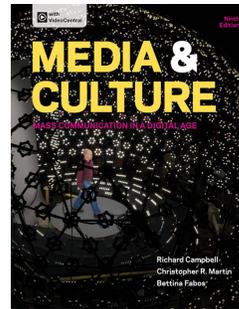
Holly Cowart  
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(352) 846-1107  
Weimer Hall G038  
Office hours: T 1:55-2:45; R 10:40-12:35  
and by appointment

## Course Objectives

In this course you will examine the roles and effects of contemporary mass media on society. Course objectives include increasing media literacy through examination of the history of various mass media. In this course you will consider the rights, responsibilities and ethics of media. You will explore the relationship between governments, audiences and media companies as well as the economic, political and social determinates of media content.

## Course Materials

The required text for this course is  
“Media and Culture: Mass Communication in a  
Digital Age, ninth edition”  
(ISBN 978-1457628313).



You should have your textbook by the second day of class to keep up with the reading. You are responsible for the assigned reading material on exams, even if it is not discussed in class.

## Course Requirements

To demonstrate an understanding of the material covered in this course, you are required to complete the following activities:

- Three tests (30 percent each; 90 percent total)
  - Assignments; Quizzes as needed only (10 percent total)
- There are three required assignments: a media diary and two film responses.  
Quizzes will only be given if attendance is an issue. The quizzes (if needed) will cover a combination of reading and in-class content. They will be given at the start of class. Makeup quizzes will not be given. To allow for legitimate absences, the lowest quiz grade will be dropped.

## Determining Your Grade

Your overall grade is based on the grades you earn on each of the course requirements listed above.

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
100-93	92-90	89-87	86-83	82-80	79-77	76-73	72-70	69-67	66-63	62-60	59-0

## Attendance and Assignments

Class attendance is important. You should expect some test material to be covered solely in class. The University Catalog outlines specific rules regarding absences available at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Evidence of a legitimate absence (i.e. a doctor's note requesting the student be excused) will be required for a make-up test. Please notify me by email within 24 hours of a missed test to schedule a makeup.

## Class Decorum

Please be respectful of everyone in the class and arrive on time. Always silence your cell phone in class. If you must arrive late or leave early for an emergency situation, please sit in the back of the classroom. You should be aware that arriving late or leaving early can be disruptive, and make every effort to do so quietly.

## Communications

The best way to reach me outside of class time and office hours is by email at [hcowart@ufl.edu](mailto:hcowart@ufl.edu). Please feel free to drop by my office or speak to me after class. I do not check my Sakai email account.

## Evaluations

You are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but you will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

## Academic Integrity

You are bound by The UF Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please let me know.

## Special Assistance

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. 352-392-8565  
<https://www.dso.ufl.edu/drc/>

## Counseling & Wellness

The University provides wellness resources and counseling. Students should take advantage of these if they are feeling overwhelmed academically, personally or socially. The Counseling & Wellness Center website is <http://www.counseling.ufl.edu/cwc/> Students may also contact me if they need assistance taking advantage of the Counseling & Wellness resources.

## Class Schedule

The following schedule is subject to change. Test dates are not subject to change, please plan accordingly. Quizzes are not listed. The schedule functions primarily as a guide to lecture topics, readings and important dates.

<b>Week</b>	<b>Tuesday</b>	<b>Thursday</b>
<b>1 – Introduction</b>	Jan. 7 Course Introduction	Jan. 9 Ch. 1 Mass Communication: A Critical Approach – includes the culture and evolution of mass communication, the role of media, media literacy and the critical process
<b>2 – Digital Media &amp; Convergence</b>	Jan. 14 Ch. 2 Digital Media a Convergence – history of the internet, its influence on media	Jan. 16 Ch. 2 Digital Media a Convergence – internet and the future of media, economic issues
<b>3 – Digital Media &amp; Convergence</b>	Jan. 21 Ch. 3 Digital Gaming and the Media Playground - history, trends in gaming Test 1 Review	Jan. 23 Test 1
<b>4 – Sounds &amp; Images/Test 1</b>	Jan. 28 Ch. 4 Sound Recording and Popular Music – history, business of music, internet influence on the business model	Jan. 30 Ch. 5 Popular Radio and the Origins of Broadcasting – history and evolution of the radio industry

<b>5 - Sounds &amp; Images</b>	Feb. 4 Ch. 5 Popular Radio and the Origins of Broadcasting – contemporary commercial radio and its future	Feb. 6 Ch. 6 Television and Cable: The Power of Visual Culture – history, development of cable and network television, major industry changes
<b>6 - Sounds &amp; Images</b>	Feb. 11 Ch. 6 Television and Cable: The Power of Visual Culture – economic and business concerns, TV on demand with a focus on the influence of Netflix	Feb. 13 Ch. 7 Movies and the Impact of Images – evolution of movies, Hollywood’s golden age, trends and censorship
<b>7 – Words &amp; Pictures</b>	Feb. 18 “Page One”	Feb. 20 Ch. 8 Newspapers: The Rise of Decline of Modern Journalism – history, ownership, new business models, changes facing the industry
<b>8 – Words &amp; Pictures</b>	Feb. 25 Ch. 8 Newspapers: The Rise of Decline of Modern Journalism – the future of online news, social media as a distributor of news content	Feb. 27 Ch. 9 Magazines in the Age of Specialization – development of modern American magazines, economic concerns and specialization
<b>9 – Spring Break</b>	NO CLASS	NO CLASS
<b>10 – Words &amp; Pictures/Test 2</b>	March 11 Ch. 10 Books and the Power of Print – history and future of print products Test 2 Review	March 13 Test 2
<b>11 – The Business of Mass Media</b>	March 18 Ch. 11 Advertising and Commercial Culture – development and use of persuasion	March 20 Ch. 11 Advertising and Commercial Culture – industry trends, effects on children
<b>12 – The Business of Mass Media</b>	March 25 “The Greatest Movie Ever Sold”	March 27 Ch. 12 Public Relations and Framing the Message – history, practice
<b>13 – The Business of Mass Media; Democratic Expression and the Mass Media</b>	April 1 Ch. 12 Public Relations and Framing the Message – place in media, PR and democracy	April 3 Ch. 14 The Culture of Journalism: Values, Ethics, and Democracy – ethics, influence of online journalism, redefining journalism
<b>14 – Democratic Expression &amp; the Mass Media</b>	April 8 Ch. 15 Media Effects and cultural Approaches to Research – research on media effects, critical cultural approaches	April 11 Ch. 15 Media Effects and cultural Approaches to Research – trends in research
<b>15 – Democratic Expression &amp; the Mass Media</b>	April 15 Ch. 16 Legal Controls and Freedom of Expression – origins, major cases	April 17 Ch. 16 Test 3 Review
<b>16 – Test 3</b>	April 22 Test 3	April 24 Reading Day